

Claims

1. A method comprising:
providing a Web resource to a client node via a
5 computer network, the Web resource comprising a
plurality of user-selectable hyperlinks including a
first user-selectable hyperlink to a first Web resource
and a second user-selectable hyperlink to a second Web
resource, the Web resource further comprising a
10 plurality of advertiser-usuable variables within at
least one script, the advertiser-usuable variables
including a first advertiser-usuable variable specific
to the first Web resource and a second advertiser-
usuable variable specific to the second Web resource.
- 15 (f)
2. The method of claim 1 further comprising
performing a search based on a search expression to
identify the plurality of Web resources, wherein the
first advertiser-usuable variable indicates a similarity
20 value between the search expression and the first Web
resource, and wherein the second advertiser-usuable
variable indicates a similarity value between the
search expression and the second Web resource.
- 25 3. The method of claim 1 further comprising
determining a tree which relates the plurality of Web
resources, wherein the first advertiser-usuable variable
and the second advertiser-usuable variable are defined
by the tree.

4. The method of claim 3 wherein the first
advertiser-usuable variable indicates a level number of
the first Web resource within the tree, and wherein the
second advertiser-usuable variable indicates a level
5 number of the second Web resource within the tree.

5. The method of claim 3 wherein the first
advertiser-usuable variable indicates that the first Web
resource is an internal resource of the tree, and
10 wherein the second advertiser-usuable variable indicates
that the second Web resource is an internal resource of
the tree.

6. The method of claim 3 wherein the first
15 advertiser-usuable variable indicates that the first Web
resource is an internal resource of the tree, and
wherein the second advertiser-usuable variable indicates
that the second Web resource is a leaf resource of the
tree.

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7. The method of claim 3 wherein the first
advertiser-usuable variable indicates that the first Web
resource is a leaf resource of the tree, and wherein
the second advertiser-usuable variable indicates that
25 the second Web resource is a leaf resource of the tree.

8. The method of claim 3 wherein the Web
resources include a plurality of Web resources having a
predetermined level number in the tree, wherein the
30 first advertiser-usuable variable is based on which of

the Web resources having the predetermined level number is an ancestor of the first Web resource in the tree, and wherein the second advertiser-usable variable is based on which of the Web resources having the

- 5 predetermined level number is an ancestor of the second Web resource in the tree.

9. The method of claim 8 wherein the predetermined level number is one.

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- pkb 2* 10. A method comprising:
reading a plurality of advertiser-usable variables within at least one script of a Web resource from a client node, the Web resource comprising a plurality of user-selectable hyperlinks including a first user-selectable hyperlink to a first Web resource and a second user-selectable hyperlink to a second Web resource, the advertiser-usable variables including a first advertiser-usable variable specific to the first Web resource and a second advertiser-usable variable specific to the second Web resource; and
providing at least one cookie for the client node before any of the user-selectable hyperlinks has been user-selected from the Web resource using the client node, the at least one cookie to store the first advertiser-usable variable and the second advertiser-usable variable.

11. The method of claim 10 further comprising,
30 after the first user-selectable hyperlink has been

user-selected from the Web resource using the client node:

- receiving a first advertising request associated with the first Web resource;
- 5 retrieving the first advertiser-usable variable from the at least one cookie;
- selecting a first advertisement from a plurality of advertisements based on the first advertiser-usable variable; and
- 10 providing the first advertisement to display with the first Web resource.

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12. The method of claim 11 further comprising, after the second user-selectable hyperlink has been
- 15 user-selected from the Web resource using the client node:
- receiving a second advertising request associated with the second Web resource;
- 20 retrieving the second advertiser-usable variable from the at least one cookie;
- selecting a second advertisement from the plurality of advertisements based on the second advertiser-usable variable; and
- 25 providing the second advertisement to display with the second Web resource.

13. The method of claim 11 further comprising updating a data structure associated with the first advertisement based on the first advertiser-usable
- 30 variable.

14. The method of claim 10 further comprising:
receiving an advertising request associated with
the Web resource, wherein said reading is performed in
5 response to said receiving the advertising request.

15. The method of claim 10 wherein the first
advertiser-usuable variable indicates a similarity value
between a search expression and the first Web resource,
10 and wherein the second advertiser-usuable variable
indicates a similarity value between the search
expression and the second Web resource.

16. The method of claim 10 wherein the first
15 advertiser-usuable variable and the second advertiser-
usable variable are defined by a tree which relates the
plurality of Web resources.

17. The method of claim 16 wherein the first
20 advertiser-usable variable indicates a level number of
the first Web resource within the tree, and wherein the
second advertiser-usable variable indicates a level
number of the second Web resource within the tree.

25 18. The method of claim 16 wherein the first
advertiser-usuable variable indicates that the first Web
resource is an internal resource of the tree, and
wherein the second advertiser-usable variable indicates
that the second Web resource is an internal resource of
30 the tree.

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19. The method of claim 16 wherein the first
advertiser-usuable variable indicates that the first Web
resource is an internal resource of the tree, and
5 wherein the second advertiser-usuable variable indicates
that the second Web resource is a leaf resource of the
tree.

20. The method of claim 16 wherein the first
advertiser-usuable variable indicates that the first Web
resource is a leaf resource of the tree, and wherein
the second advertiser-usuable variable indicates that
the second Web resource is a leaf resource of the tree.

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15 21. The method of claim 16 wherein the Web
resources include a plurality of Web resources having a
predetermined level number in the tree, wherein the
first advertiser-usuable variable is based on which of
the Web resources having the predetermined level number
20 is an ancestor of the first Web resource in the tree,
and wherein the second advertiser-usuable variable is
based on which of the Web resources having the
predetermined level number is an ancestor of the second
Web resource in the tree.

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22. The method of claim 21 wherein the
predetermined level number is one.

23. A method comprising:

reading a plurality of advertiser-usable variables within at least one script of a Web resource from a client node, the Web resource comprising a plurality of user-selectable hyperlinks including a first user-selectable hyperlink to a first Web resource and a second user-selectable hyperlink to a second Web resource, the advertiser-usable variables including a first advertiser-usable variable specific to the first Web resource and a second advertiser-usable variable specific to the second Web resource; and

storing the first advertiser-usable variable and the second advertiser-usable variable at an advertisement server node before any of the user-selectable hyperlinks has been user-selected from the Web resource using the client node.

24. The method of claim 23 further comprising,
after the first user-selectable hyperlink has been
20 user-selected from the Web resource using the client
node:

receiving a first advertising request associated
with the first Web resource;

25 retrieving the first advertiser-usable variable
from the advertisement server node;

selecting a first advertisement from a plurality
of advertisements based on the first advertiser-usable
variable; and

30 providing the first advertisement to display with
the first Web resource.

25. The method of claim 24 further comprising,
after the second user-selectable hyperlink has been
user-selected from the Web resource using the client
5 node:

receiving a second advertising request associated
with the second Web resource;

retrieving the second advertiser-usuable variable
from the at least one cookie;

10 selecting a second advertisement from the
plurality of advertisements based on the second
advertiser-usuable variable; and

providing the second advertisement to display with
the second Web resource.

15 26. The method of claim 24 further comprising
updating a data structure associated with the first
advertisement based on the first advertiser-usuable
variable.

20 27. The method of claim 23 further comprising:
receiving an advertising request associated with
the Web resource wherein said reading is performed in
response to said receiving the advertising request.

25 28. The method of claim 23 wherein the first
advertiser-usuable variable indicates a similarity value
between a search expression and the first Web resource,
and wherein the second advertiser-usuable variable

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indicates a similarity value between the search expression and the second Web resource.

29. The method of claim 23 wherein the first
5 advertiser-usable variable and the second advertiser-
usable variable are defined by a tree which relates the
plurality of Web resources.

30. The method of claim 29 wherein the first
10 advertiser-usable variable indicates a level number of
the first Web resource within the tree, and wherein the
second advertiser-usable variable indicates a level
number of the second Web resource in the tree.

- 15 31. The method of claim 29 wherein the first
advertiser-usable variable indicates that the first Web
resource is an internal resource of the tree, and
wherein the second advertiser-usable variable indicates
that the second Web resource is an internal resource of
20 the tree.

32. The method of claim 29 wherein the first
advertiser-usable variable indicates that the first Web
resource is an internal resource of the tree, and
25 wherein the second advertiser-usable variable indicates
that the second Web resource is a leaf resource of the
tree.

33. The method of claim 29 wherein the first
30 advertiser-usable variable indicates that the first Web

resource is a leaf resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is a leaf resource of the tree.

5 34. The method of claim 29 wherein the Web resources include a plurality of Web resources having a predetermined level number in the tree, wherein the first advertiser-usable variable is based on which of the Web resources having the predetermined level number is an ancestor of the first Web resource in the tree, and wherein the second advertiser-usable variable is based on which of the Web resources having the predetermined level number is an ancestor of the second Web resource in the tree.

10 15 35. The method of claim 34 wherein the predetermined level number is one.

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